

Message Text

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PAGE 01 STATE 084801
ORIGIN MMO-02

INFO OCT-01 SS-15 ISO-00 ICA-11 SIG-03 /032 R

DRAFTED BY M/MO:KHILL:SB

APPROVED BY M:BHREAD

-----080409 021020Z /20

R 020237Z APR 78

FM SECSTATE WASHDC

TO ALL DIPLOMATIC AND CONSULAR POSTS

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INFORM CONSULS

E.O. 11652: N/A (DECONTROL - 4/4/78)

TAGS: OGEN

SUBJECT: INTERNATIONAL COMMUNICATION AGENCY

THE FOLLOWING MESSAGE FROM THE DIRECTOR OF THE INTERNATIONAL COMMUNICATION AGENCY (ICA) TO ICA POSTS IS REPEATED FOR YOUR INFORMATION. PLEASE NOTE AND OBSERVE THE EMBARGO MENTIONED IN PARA 1:

QUOTE: I THINK IT FITTING THAT THE FIRST OVERSEAS MESSAGE OF THE INTERNATIONAL COMMUNICATION AGENCY BE THE AGENCY'S STATEMENT OF MISSION, ISSUED BY PRESIDENT CARTER. THE STATEMENT, THE TEXT OF WHICH FOLLOWS, WILL BE OFFICIALLY DELIVERED TO THE AGENCY BY VICE PRESIDENT MONDALE ON MONDAY, APRIL 3, AT 10:00 A.M. EASTERN STANDARD TIME. IT IS EMBARGOED FOR PUBLIC RELEASE UNTIL THAT TIME, AND YOU SHOULD TAKE APPROPRIATE PRECAUTIONS TO MAINTAIN THIS EMBARGO. I KNOW YOU WILL AGREE THAT THE PRESIDENT'S WORDS EXPRESS CONFIDENCE IN OUR ABILITIES AND VISION, AND THAT

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THEY PROVIDE A FIRM BASIS FOR THE WORK ON WHICH WE ARE EMBARKING TOGETHER. I ENCOURAGE YOU TO REVIEW THIS STATEMENT WITH CARE. IT SERVES AS THE BASIC STANDARD AGAINST WHICH OUR WORK WILL BE JUDGED.

TEXT OF PRESIDENTIAL MESSAGE:

QUOTE: MEMORANDUM FOR THE DIRECTOR, INTERNATIONAL COMMUNICATION AGENCY: AS YOU AND THE INTERNATIONAL COMMUNICATION AGENCY EMBARK UPON YOUR NEW MISSION, I WANT TO OUTLINE MY VIEWS OF THE PURPOSES AND FUNCTIONS OF THE AGENCY, AND THE MANNER IN WHICH IT SHOULD CONDUCT ITS AFFAIRS.

IN TRANSMITTING REORGANIZATION PLAN NO. 2 OF 1977 TO THE CONGRESS, I SAID THAT THE PRINCIPAL FUNCTION OF THE AGENCY SHOULD BE TO REDUCE THE DEGREE TO WHICH MISPERCEPTIONS AND MISUNDERSTANDINGS COMPLICATE RELATIONS BETWEEN THE UNITED STATES AND OTHER NATIONS. IN INTERNATIONAL AFFAIRS, AS IN OUR PERSONAL LIVES, THE STARTING POINT FOR DEALING EFFECTIVELY WITH OTHERS IS THE CLEAREST POSSIBLE UNDERSTANDING OF DIFFERING POINTS OF VIEW. THE FUNDAMENTAL PREMISE OF THE INTERNATIONAL COMMUNICATION AGENCY IS THAT IT IS IN OUR NATIONAL INTEREST TO ENCOURAGE THE SHARING OF IDEAS AND CULTURAL ACTIVITIES AMONG THE PEOPLE OF THE UNITED STATES AND THE PEOPLE OF OTHER NATIONS.

IT IS IN THE GENERAL INTEREST OF THE COMMUNITY OF NATIONS, AS WELL AS IN OUR OWN INTEREST, THAT OTHER NATIONS AND OTHER PEOPLES KNOW WHERE THIS GREAT COUNTRY STANDS, AND WHY. WE WANT THEM TO UNDERSTAND OUR VALUES, OUR INSTITUTIONS -- THE VITALITY OF OUR CULTURE -- AND HOW LIMITED OFFICIAL USE

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THESE RELATE TO THEIR OWN EXPERIENCE. WE MUST SHARE OUR SUCCESSES, AND LOOK FOR HELP IN LEARNING FROM OUR FAILURES. WE MUST MAKE AVAILABLE TO PEOPLE OF OTHER NATIONS FACTS THEY WOULD NOT OTHERWISE LEARN ABOUT OURSELVES AND OUR VIEWS.

IT IS ALSO IN OUR INTEREST -- AND IN THE INTEREST OF OTHER NATIONS -- THAT AMERICANS HAVE THE OPPORTUNITY TO UNDERSTAND THE HISTORIES, CULTURES AND PROBLEMS OF OTHERS, SO THAT WE CAN COME TO UNDERSTAND THEIR HOPES, PERCEPTIONS AND ASPIRATIONS. IN SO DOING, THE AGENCY WILL CONTRIBUTE TO OUR CAPACITY AS A PEOPLE AND AS A GOVERNMENT TO MANAGE OUR FOREIGN AFFAIRS WITH SENSITIVITY, IN AN EFFECTIVE AND RESPONSIBLE WAY.

YOU AND YOUR COLLEAGUES HAVE FIVE MAIN TASKS:

1. TO ENCOURAGE, AID AND SPONSOR THE BROADEST POSSIBLE

EXCHANGE OF PEOPLE AND IDEAS BETWEEN OUR COUNTRY AND OTHER NATIONS. IT WILL BE YOUR JOB TO:

--CONTINUE SUCCESSFUL GOVERNMENT-SPONSORED EXCHANGE PROGRAMS THAT NOW COME UNDER YOUR AGENCY, AND IMPROVE THEM WHEREVER POSSIBLE.

--ENCOURAGE PRIVATE INSTITUTIONS IN THIS COUNTRY TO DEVELOP THEIR OWN FORMS OF EXCHANGE AND AID THOSE THAT ARE IN THE BROADEST NATIONAL INTEREST.

--PROVIDE COUNSEL AND INFORMATION ON OUR INTERNATIONAL EXCHANGE PROGRAM AS A WHOLE, AND ASSIST IN MAINTAINING BROAD PARTICIPATION IN THE INTERNATIONAL EXCHANGE PROGRAMS CONDUCTED BY GOVERNMENT DEPARTMENTS AND AGENCIES, INCLUDING THOSE ADMINISTERED BY THE INTERNATIONAL COMMUNICATIONS AGENCY.

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2. TO GIVE FOREIGN PEOPLES THE BEST POSSIBLE UNDERSTANDING OF OUR POLICIES AND OUR INTENTIONS, AND SUFFICIENT INFORMATION ABOUT AMERICAN SOCIETY AND CULTURE TO COMPREHEND WHY WE HAVE CHOSEN CERTAIN POLICIES OVER OTHERS. IN SO DOING, YOU WILL WISH TO DRAW UPON THOUGHTFUL AND REPRESENTATIVE AMERICANS, THROUGH THE USE OF RADIO AND TELEVISION, MAGAZINES AND OTHER PRINTED MATERIALS, AND THROUGH SEMINARS, PERSONAL CONTACTS, THE PRESENTATION OF AMERICAN ART AND CULTURE, AND THE TEACHING OF THE ENGLISH LANGUAGE WHERE NECESSARY AND APPROPRIATE.

3. TO HELP INSURE THAT OUR GOVERNMENT ADEQUATELY UNDERSTANDS FOREIGN PUBLIC OPINION AND CULTURE FOR POLICY-MAKING PURPOSES, AND TO ASSIST INDIVIDUAL AMERICANS AND INSTITUTIONS IN LEARNING ABOUT OTHER NATIONS AND THEIR CULTURES.

4. TO ASSIST IN THE DEVELOPMENT AND EXECUTION OF A COMPREHENSIVE NATIONAL POLICY ON INTERNATIONAL COMMUNICATIONS DESIGNED TO ALLOW AND ENCOURAGE THE MAXIMUM FLOW OF INFORMATION AND IDEAS AMONG THE PEOPLES OF THE WORLD. SUCH A POLICY MUST TAKE INTO CONSIDERATION THE NEEDS AND SENSITIVITIES OF OTHERS, AS WELL AS OUR OWN NEEDS.

5. TO PREPARE FOR AND CONDUCT NEGOTIATIONS ON CULTURAL EXCHANGES WITH OTHER GOVERNMENTS, AWARE ALWAYS THAT THE

MOST EFFECTIVE SHARING OF CULTURE, IDEAS AND INFORMATION COMES BETWEEN INDIVIDUAL PEOPLE RATHER THAN THROUGH FORMAL ACTS OF GOVERNMENTS.

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IN DISCHARGING THESE RESPONSIBILITIES, YOU MUST KEEP THESE GOALS IN MIND:

SINCE ALL THE AGENCY'S ACTIVITIES BEAR A RELATIONSHIP TO OUR FOREIGN POLICIES AND INTERESTS, YOU WILL SEEK GUIDANCE ON THOSE POLICIES AND INTERESTS FROM THE SECRETARY OF STATE.

YOU WILL BE RESPONSIBLE FOR MAINTAINING THE SCHOLARLY INTEGRITY AND NONPOLITICAL CHARACTER OF THE EXCHANGE PROGRAMS WITHIN YOUR AGENCY, AND FOR MAINTAINING THE INDEPENDENCE OF THE VOICE OF AMERICA NEWS BROADCASTS. YOU WILL WISH TO ASSURE THAT THEY REFLECT THE BROAD INTERESTS OF THE UNITED STATES AND OF THE PEOPLE SERVED BY THESE PROGRAMS.

I LOOK FORWARD TO YOUR PERIODIC ACCOUNTING OF YOUR UNDERTAKINGS AND YOUR RECOMMENDATIONS ON THE CONDUCT OF PUBLIC DIPLOMACY.

FINALLY, THE AGENCY WILL UNDERTAKE NO ACTIVITIES WHICH ARE COVERT, MANIPULATIVE OR PROPAGANDISTIC. THE AGENCY CAN ASSUME -- AS OUR FOUNDING FATHERS DID -- THAT A GREAT AND FREE SOCIETY IS ITS OWN BEST WITNESS, AND CAN PUT ITS FAITH IN THE POWER OF IDEAS.

I'M SURE THE CONGRESS AND THE AMERICAN PEOPLE JOIN WITH ME IN WISHING YOU EVERY SUCCESS IN THESE IMPORTANT ENDEAVORS. SIGNED: JIMMY CARTER. END QUOTE.

I WOULD APPRECIATE YOUR SHARING THIS MESSAGE WITH YOUR AMBASSADOR OR PRINCIPAL OFFICER. REINHARDT. END QUOTE CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE084801
Document Source: CORE
Document Unique ID: 00
Drafter: KHILL:SB
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780143-0173
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197804101/aaaadihj.tel
Line Count: 207
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: be5335a6-c288-dd11-92da-001cc4696bcc
Office: ORIGIN MMO
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 25 jul 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2820851
Secure: OPEN
Status: NATIVE
Subject: INTERNATIONAL COMMUNICATION AGENCY THE FOLLOWING MESSAGE FROM THE DIRECTOR OF THE INTER- NATIONAL COMMUNICATION AGENCY (ICA) TO ICA POSTS I
TAGS: OGEN
To: ALL POSTS
Type: TE
vdkgvkey: odb://SAS/SAS.dbo.SAS_Docs/be5335a6-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014